

.IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 10/663,015 Confirmation No.: 1737  
Applicant : Polly Stecyk  
Filing Date : September 15, 2003  
Title : PASSIVE ENFORCEMENT METHOD FOR MEDIA RATINGS  
Group Art Unit : 4115  
Examiner : Junior O Mendoza  
Docket No. : 705397.53  
Customer No. : 34313

EFS Web  
Commissioner for Patents

**NOTICE OF APPEAL FROM THE EXAMINER TO THE  
BOARD OF PATENT APPEALS AND INTERFERENCES**

Applicant hereby **appeals** to the Board of Patent Appeals and Interferences from the Final Official Action mailed May 11, 2010 , finally rejecting claims 1-35.

The fee for this Notice of Appeal is (37 CFR 1.17(b)) \$ 540.00

☐ Applicant claims small entity status. See 37 CFR 1.27. Therefore, the fee shown above is reduced by half, and the resulting fee is: \$ 270.00

☐ A check in the amount of the fee is enclosed.

☐ The Commissioner has already been authorized to charge fees in this application to a Deposit Account. I have enclosed a duplicate copy of this sheet.

☒ The Commissioner is hereby authorized to charge \$540.00 and charge any deficiency in fees which or credit any overpayment, as may be required, to Deposit Account No. 15-0665 . I have enclosed a duplicate copy of this sheet.

☒ A petition for an extension of time under 37 CFR 1.136(a) is enclosed.

I am the:

- ☐ Applicant.
- ☐ Assignee of record of the entire interest.  
Certificate under 37 CFR 3.73(b) is enclosed.
- ☒ Attorney or agent of record.

Respectfully submitted,

ORRICK, HERRINGTON & SUTCLIFFE LLP

Dated: October 22, 2010

By: /Kenneth S. Roberts/  
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